

KYVAE Website Marketing Projects

Strategy	Audience	Message	Purpose	# Staff hrs.	Description	Who Resp.	\$ Budget	Ta D
Build Adult Ed Fields in Database	<ul style="list-style-type: none"> All 	NA	To use for e-mail marketing, data collection	?	Programming			Fel
Build PD database & web interface for DAEL	<ul style="list-style-type: none"> Instructors 	N/A	Will dynamically populate website, DAEL access database	20	Programming			Fel
Build Instructor database & web interface for DAEL	<ul style="list-style-type: none"> Instructors 	N/A	Will dynamically populate website, DAEL access database	20	Programming			Fel
E-zine (quarterly html electronic newsletter via email)	<ul style="list-style-type: none"> Instructors Friends of KYVAE State dir's. of adult education 	Communicate KYVAE benefits to instructors. Highlight new pd opportunities, services, curriculum, job openings, etc.	Encourage use of email AND KYVAE and link them deep into site	8	Concepting		\$0.00	
				8	Initial development of Lists			
				50	10 hrs monthly x 5 months (list maint., creative & distribution)			

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Global html e-mail blast	<ul style="list-style-type: none"> State employees KDE Employees Ky.com list KYVU students KYVU instructors Librarians Media Library listservs H&R lists Opt-in database lists State dir's. of adult education 	Know someone who needs a GED? Here's how you can help....	Encourage word-of-mouth and mentoring	8	Concepting		\$0.00	
				8	Development of Email lists			
				20	10 hours quarterly x 2 issues (list maintenance, creative, distribution)			
Folder	<ul style="list-style-type: none"> All audiences 			20				
Print Brochure	<ul style="list-style-type: none"> Instructors Students Friends of Adult Ed Others (TBD) 	List of services offered by KYVAE and testimonials	Encourage use of website	40	Coordination		\$10,000.	On tim 200 Up and rep pos in fut
				10	Coordination			
				20	Concepting			
				20	Graphic Design			
				20	Copywriting			
				20	Photography and Art			
				10	Page layout			
				5	Proofing			
Ad	<ul style="list-style-type: none"> Instructors 	Gizmo or	Show	10	Selecting		\$5,000	

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specialities	<ul style="list-style-type: none"> Students 	gadget to reinforce url (coffee mug, bookmark mousepads, ink pens, etc.)	appreciation to stakeholders		products			
Pay check drop to specific state agencies	<ul style="list-style-type: none"> Identify agencies 	This could be the print brochure or a flyer	Increase awareness	20	Est. depends on development of piece		\$200.00	Ma
Audio News release	<ul style="list-style-type: none"> KNN 	Announce free GED Tests	Increase test takers	25	Overseeing creative		\$1,500.00	Im ate
Web form on KYVAE	<ul style="list-style-type: none"> All 	Opt-in to get free updates	Build adult ed data warehouse to feed e-zine	20	programming, html		\$0	
Mobile Unit	<ul style="list-style-type: none"> General 	Announce KYVAE	Build awareness	40	TBD		\$0	
PLATO News Release	<ul style="list-style-type: none"> General 	Announce new services	Build awareness	6	Writing, proofing & distribution		\$0	On we
WIN News Release	<ul style="list-style-type: none"> General 	Announce new services	Build awareness	6	Writing, proofing & distribution		\$0	
TOTALS	<ul style="list-style-type: none"> 			414				

1/22/02